

What is claimed is:

1. A transmission apparatus comprising:

a contents storage section that stores contents;

5 a screen configuration information storage section that stores a plurality of pieces of screen configuration information describing a screen arrangement of said contents;

a control section that extracts said contents and
10 said plurality of pieces of screen configuration information; and

a transmission section that transmits said contents extracted and a plurality of pieces of screen configuration information extracted,

15 wherein said control section transmits a selection condition for selecting one piece of said screen configuration information from said plurality of pieces of screen configuration information.

20 2. The transmission apparatus according to claim 1, wherein said selection condition is described in said screen configuration information.

3. The transmission apparatus according to claim 1,
25 wherein said plurality of pieces of screen configuration information include reference screen configuration information and difference screen configuration information which is a difference from said reference

screen configuration information.

4. The transmission apparatus according to claim 1,
wherein said selection condition is at least one of a
5 transmission band, type of a terminal of a transmission
destination and capability of the terminal of the
transmission destination.

5. The transmission apparatus according to claim 1,
10 wherein said selection condition is priority information.

6. The transmission apparatus according to claim 1,
further comprising a program configuration information
storage section that stores a plurality of pieces of
15 program configuration information describing said
contents, said screen configuration information and a
selection condition for selecting one piece of said screen
configuration information from said screen configuration
information,

20 wherein said control section extracts a plurality
of pieces of said program configuration information,
detects said contents and said screen configuration
information described in said plurality of pieces of
program configuration information extracted, extracts
25 said contents and screen configuration information
detected, and

said transmission section transmits said plurality
of pieces of program configuration information extracted,

said contents and screen configuration information.

7. The transmission apparatus according to claim 6,
wherein said plurality of pieces of program configuration
5 information includes said reference program
configuration information and difference program
configuration information which is a difference from said
reference program configuration information.

10 8. The transmission apparatus according to claim 6,
wherein said selection condition is at least one of a
transmission band, type of a terminal of a transmission
destination and capability of the terminal of the
transmission destination.

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9. The transmission apparatus according to claim 6,
wherein said selection condition is priority information.

10. A reception apparatus comprising:

20 a reception section that receives contents, one or
more pieces of screen configuration information
describing a screen arrangement of said contents and a
selection condition for selecting one piece of said screen
configuration information from said one or more pieces
25 of screen configuration information;

a screen configuration information selection
section that selects one piece of said screen
configuration information from said plurality of pieces

of screen configuration information based on said selection condition;

a screen generation section that generates a screen from said screen configuration information selected and
5 said contents; and

a display section that displays said screen generated.

11. The reception apparatus according to claim 10, wherein
10 said plurality of pieces of screen configuration information received include said reference screen configuration information and difference screen configuration information which is a difference from said reference screen configuration information,

15 when said difference screen configuration information is selected, said screen generation section newly generates said screen configuration information from said reference screen configuration information and said difference screen configuration information and
20 generates a screen from said screen configuration information generated and said contents which make up said screen configuration information generated.

12. The reception apparatus according to claim 10, wherein
25 said selection condition is at least one of a transmission band, type of a terminal and capability of the terminal.

13. The reception apparatus according to claim 12, further

comprising a terminal information acquisition section that observes an effective transmission band of said reception section, wherein said selection condition is the transmission band observed by said terminal
5 information acquisition section.

14. The reception apparatus according to claim 10, wherein said selection condition is priority information.

10 15. The reception apparatus according to claim 10, wherein said reception section receives a plurality of pieces of program configuration information describing said contents, said screen configuration information and selection condition, said reception section further
15 comprising:

a program configuration information selection section that selects one piece of said program configuration information from said plurality of pieces of program configuration information based on said
20 selection condition described in said plurality of pieces of program configuration information;

a program generation section that generates a screen from said contents and said screen configuration information making up said program configuration
25 information selected; and

a display section that displays said screen generated.

16. The reception apparatus according to claim 15, wherein
said plurality of pieces of program configuration
information received include said reference program
configuration information and difference program
5 configuration information which is a difference from said
reference program configuration information,
when said difference program configuration
information is selected, said program generation section
newly generates said program configuration information
10 from said reference program configuration information
and said difference program configuration information
and generates a screen from said program configuration
information generated, said contents and said screen
configuration information making up said program
15 configuration information generated.

17. The reception apparatus according to claim 15, wherein
said selection condition is at least one of a transmission
band, type of a terminal and capability of the terminal.
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18. The reception apparatus according to claim 15, wherein
said selection condition is priority information.

19. A data transmission/reception system comprising:
25 a transmission apparatus comprising a contents
storage section that stores contents, a screen
configuration information storage section that stores
a plurality of pieces of screen configuration information

describing a screen arrangement of said contents, a control section that extracts said contents and said plurality of pieces of screen configuration information and a transmission section that transmits said contents extracted and a plurality of pieces of screen configuration information extracted, wherein said control section transmits a selection condition for selecting one piece of said screen configuration information from said plurality of pieces of screen configuration information; and

a reception apparatus comprising a reception section that receives said contents, one or more pieces of said screen configuration information and a selection condition for selecting one piece of said screen configuration information from said one or more pieces of screen configuration information, a screen configuration information selection section that selects one piece of said screen configuration information from said plurality of pieces of screen configuration information based on said selection condition, a screen generation section that generates a screen from said screen configuration information selected and said contents and a display section that displays said screen generated.

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20. A transmission method comprising the steps of:
transmitting contents;
transmitting a plurality of pieces of screen

configuration information describing a screen arrangement of said contents; and

transmitting a screen configuration information selection condition for selecting one piece of screen configuration information from said plurality of pieces of screen configuration information.

21. A contents browsing method comprising the steps of:
receiving contents;

10 receiving a plurality of pieces of screen configuration information describing a screen arrangement of said contents;

receiving a screen configuration information selection condition for selecting one piece of screen configuration information from said plurality of pieces of screen configuration information;

15 selecting one piece of said screen configuration information based on said screen configuration information selection condition;

20 generating a screen from said screen configuration information selected and said contents making up said selected screen configuration information; and
displaying said screen generated.

25 22. A contents browsing method comprising:

the steps on the transmitting side of transmitting contents, transmitting a plurality of pieces of screen configuration information describing a screen

arrangement of said contents and transmitting a screen configuration information selection condition for selecting one piece of screen configuration information from said plurality of pieces of screen configuration information; and

the steps on the receiving side of receiving said contents, receiving said plurality of pieces of screen configuration information, receiving said screen configuration information selection condition, selecting one piece of said screen configuration information based on said screen configuration information selection condition, generating a screen from said screen configuration information selected and said contents and displaying said screen generated.

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23. A program that causes a computer to execute the steps of:

transmitting contents;
transmitting a plurality of pieces of screen configuration information describing a screen arrangement of said contents; and
transmitting a screen configuration information selection condition for selecting one piece of screen configuration information from said plurality of pieces of screen configuration information.

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24. A program that causes a computer to execute the steps of:

receiving contents;

receiving a plurality of pieces of screen
configuration information describing a screen
arrangement of said contents;

5 receiving a screen configuration information
selection condition for selecting one piece of screen
configuration information from said plurality of pieces
of screen configuration information;

selecting one piece of said screen configuration
10 information based on said screen configuration
information selection condition;

generating a screen from said screen configuration
information selected and said contents making up said
selected screen configuration information; and

15 displaying said screen generated.

25. A storage medium that stores the program according
to claim 23.

20 26. A storage medium that stores the program according
to claim 24.